



# CALENDAR OF EVENTS

Events Nov. 5--Nov. 13

## Friday, November 5

- 2:00 pm Stokes Aud. Philips Visitor in Math, B. Kostant, M.I.T., "Synplectic Manifolds and Representatives of Tie Groups".
- 8:00pm Stokes Aud. Film Series presents Luis Bunuel's The Exterminating Angel (Mexico 1962) with short "Un Chien Andalou" by Bunuel & Dali.
- ♀ 8-12 pm Erdman Mixer

## Saturday, November 6

- 9:30 am Stokes 303, Philips Visitor in Math, B. Kostant, M.I.T.
- 10:00 am Soccer at Muhlenberg
- 1:30 pm Football v. Ursinus at Collegeville
- 2:00 pm Cross Country v. Eastern Baptist and Muhlenberg
- 8:00 pm Stokes Film Series presents Buster Keaton Night with Keaton's The Navigator and two shorts..

## Sunday, November 7

- ♀ 2:00 pm Sharpless 120, Main Line Student Christian Movement presents Dr. Hildegard Goss-Mayer on "The Revolutionary Farce of the Gospel"
- ♀ 3-5 pm Rhoads Coffee Hour
- 4:00 pm Sharpless 120 SCM presents Dr. Goss-Mayer on "Latin America at the Crossroads".
- 7:30 pm 94 Lloyd, Young Friends of H'ford-Bryn Mawr

## Monday, November 8

- ♀ 8:30 pm Goodhart, Frank Kermode will give the fourth Mary Flexner Lecture on "The Modern Apocalypse"

## Tuesday, November 9

- 10:40 am Roberts Hall Collection with Alfred Diamant speaking on "Dimensions of Liberal Arts".
- 1:30 pm Stokes Philips Visitor in Math-N. Steenrod, Princeton, on "Differential Forms"
- ♀ 8:30 pm Common Room Meeting of Philadelphia Tutorial Project.
- ♀ 8:30 pm Bio, Lecture Room, Film Series presents "Shanghai Express"
- 8:15 pm Sharpless Philips Lecturer in Biology, Dr. Donald Caspar of the Children's Cancer Research Foundation on "Design Principles in Biomolecular Organization"
- 8:15 pm Stokes Shipley Lecture, Derek Traversi of the British Institute on "Othello"

## Wednesday, November 10

- 3:00 pm Soccer at Drexel
- 8:00 pm Stokes, Mary Farnum Brown Lecture, Tom Fau Driver, Union Theo. Sem., N. Y. "Romantism and Irony in Modern Drama"
- 7:30 pm Common Room Interfaith presents Stella Kramrisch Pro. of South Asian Art, Penn., on "the Hindu Aspects of Ancient Indian Art."
- 8:30 pm Ely Room, Wyndham, Armand Hoog, Pyne Prof. of Romance Languages, Princeton on "Le Romantisme Francais et les Mysteres de l'Ohio." in French
- 9:00 pm Sharpless Film Series--The Testament of Orpheus Jean Cocteau (France, 1959)

## Thursday, November 11

- 9-3 pm Founders Room, Law School Interviews with NYU
- 8:15 pm Sharpless III Philips Lecture in Biology, Dr. A. Harecker of Albert Einstein on "Biosynthesis of the Bacterial Cell Wall"
- 8:30 pm Stokes Film Series-Bressan's Les Dames du Bois de Bolgne (Fr. 1944)
- ♀ 8:30 pm Common Room Peter Bachrach, Chairman of Pol.Sc. Dept. will speak on Vietnam

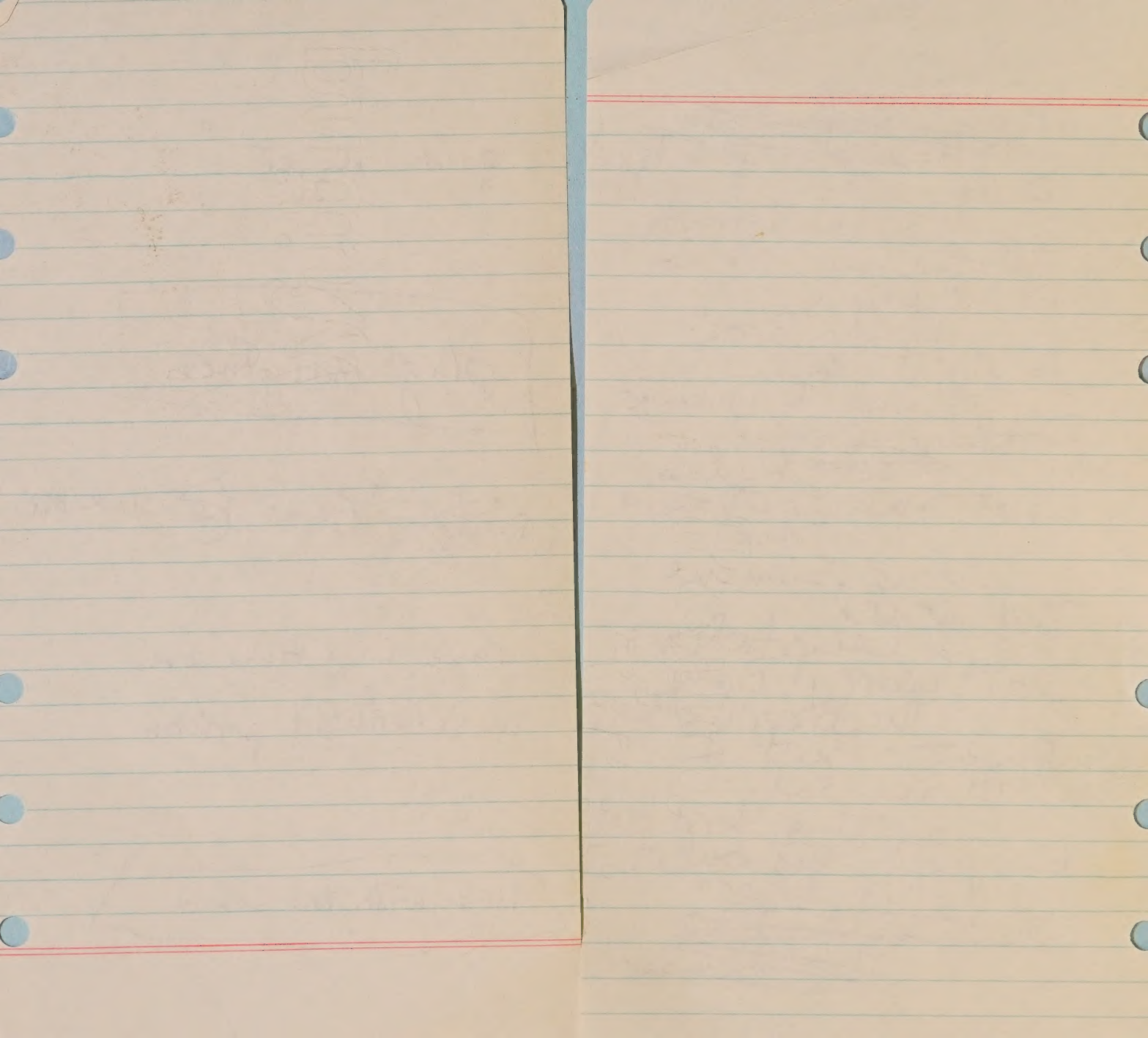
Soap always  
15 min so wed  
to don't need













~~Nov. 7~~ Nov. 7

Albinoni: ~~Oboe~~ Concerto for Oboe in  
D major Op. 7 no. 6

Andre Lardot - oboe

Willi Boskovsky - violin

Wilhelm Hübner - viola

Robert Scherwein - cello

Vienna State Opera Orch.

Feljo Prohaska - cond.

Giusseppe Tartini:

11:38

Bela Bartok: Concerto No. 1 for  
Piano & Orch.

Rudolph Serkin - Pianist 23:44

George Szell cond.

Columbia Symph. Orchestra

Max Bruch: Concerto No. 2 for Violin  
in D Minor Op. 44

18:00

Jascha Heifetz - violinist

REA Victor Synth. Orch.

Izler - ~~Star~~ Solomon - Cond.

Oct. ~~31~~ 31  
Gustav Mahler

9:03  
9:11  
9:12

Symph. 1 in D Major

Dimitri Mitropoulos 16:00

Minneapolis Symphony Orch.

Sonata in A Minor

Peter Rybar - Violin

Franz Holtschek - harpsichord

10:00

The human being in this  
Bionti's novel appears to be  
very much an emotional being.  
~~Reason is held to have~~  
~~little account in the motivation~~  
~~of actions. Every little action~~  
~~seems to be done~~

~~Deves: Veni Sancte Spiritu. 21-27~~

Joan V Arriaga: Symphony in D Major 29:14  
Crisóstomo

Jesús Arambarrí - Cond.

Orquesta de Conciertos de Madrid

Nov. 14

Berg: Three Pieces for Orch. 19:05  
Op. 6

Robert Craft - cond.

Columbia Symphony

29:14

19:05

48:19

52:00

110:10

He follows his emotions  
and instincts far more  
than the reason.

Ernest Bloch: Sacred Service 52-  
Leon Bernstein N.Y. Philharmonic

Robert Merrill is Cantor

Arnold Schoenberg: Begleitungsmusik

Anton Webern: Six Pieces for Orchestra

18:00

three.



Clasmany Notebook - on desk, spine, at back

~~Beethoven~~

Beethoven - Concerto in D Major

Beethoven - Symphony

Schubert - March

Chopin

~~Chopin~~

Chopin

Chopin

Chopin

Oct. 18

21:25  
17:00  
38:25  
14:37  
53:02

The Fingert Suite by Stravinsky and his Symphony Orchestra

The Water Music by George Friderick Handel

Herbert von Karajan cond. Berlin Philharmonic Orchestra

Friderick Chopin

Preludes 1-12

played by Alexander

Brailowsky

SB & Ham

9:03:30 → 9:03:00

03:25

23:05

56:05

56:35

24:05

41:00

41:18

41:18  
14:37  
56:05

24:05  
17:00  
41:05

AL STRANIERE

ROAD MANAGER

BUDDY WILLIAMS ORCH.

---

ROBERT H. BENNETT

CIRC. MGR.

MAGAZINE "MAIN LINE"

24 ARDMORE AVE,

ARDMORE, PA.

---

BILL FOR 3 SPOT COMMERCIALS @ \$1.

TOTAL \$7.00 30 sec. spots.



O. S. GRAMLING

ASST. GENERAL MGR.

ASSOCIATED PRESS

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NYC

JOE SNYDER - BULLETIN BLOG.



# JOHN MIDDLETON INC.

MANUFACTURERS OF FINE

TOBACCOS SINCE 1856

1211 WALNUT STREET, PHILADELPHIA

HERBERT H. MIDDLETON, PRES.

March 29, 1950

Mr. Arthur G. Segal  
W H R C  
Haverford College  
Haverford, Penna.

Dear Mr. Segal:

Our Mr. Doughty requested that we write you about the John Middleton Class Pipes.

We shall be delighted to make up Class Pipes for the students of Haverford College. The prices of the inlays are as follows:

Style #1--19 H 50	\$3.50
Style #2 5 H O	2.50

A heavy gauge sterling silver is used on all inlays; a 5/8" letter for the college and 1/4" numbers for the year. The prices shown above do not include the pipe. We recommend our Old Mariner pipe at \$3.50 in the apple shape, as it is important to use a pipe of good quality and one with a fairly stout bowl.

We can make up one sample for you or for another student representative to be used to solicit orders. A discount of 20% will be allowed on this sample and also on all subsequent orders for ten or more inlaid pipes. A deposit on \$1.00 is required on the sample and you should collect the same from each student desiring to order. Please allow approximately three weeks for delivery. If we can supply you with any additional information please do not hesitate to call on us.

Sincerely yours,

*Kenneth W. Pope*  
Manager Retail Stores

W A L N U T   B L E N D   P I P E   T O B A C C O







## INSTRUCTIONS FOR CAMPUS STATIONS

PLEASE READ THESE  
AND FOLLOW THEM  
CAREFULLY!

- 1) Read the letter to your station Carefully.
- 2) Read the Booklet on the NEWSCAST PLAN Carefully.
- 3) Read the Contract Carefully, sign both copies, and return to ESRC as indicated. We will send one copy back to you. A duplicate copy of the agreement is found in the last pages of the NEWSCAST PLAN BOOKLET.
- 4) Fill Out the QUESTIONNAIRE PAGES COMPLETELY
- 5) Put the Signed Contracts, and Questionnaire in the Manilla envelope in which this information arrived, affix the label and stamps found above, and mail to ESRC as addressed IMMEDIATELY!
- 6) Put the other Material in a file so that you can refer to it if necessary. Be sure to indicate in the file that this is the LATEST and OFFICIAL PLAN as it will be put into effect.
- 7) Write ESRC immediately about any questions which are not clear. Understand that the first stations who get their contracts and other information in will be favored if the sponsor has to decide between two stations -- because it is felt that the quick response to this is an indication of the ability of the top personnel in the station to co-operate when time is short.

IF there are any questions which a wire or phone call could clear up, call me, Ed Hopple, at NORTHAMPTON, MASS. 4331-M, or AMHERST, MASS. 81111.

REMEMBER!!!

The Sponsor wants to know exactly what stations are going to be available, and if you do not answer this letter immediately you may jeopardise your chances to get a machine.

IF YOU DECIDE NOT TO ACCEPT THE PLAN, please do us the kindness of writing us and indicating why. Perhaps some misunderstanding along the way can be cleared up, or some special arrangements can be made.







to know the news from C.R., Neil Maun reporting from Washington

Now, here's the weather forecast

The present temperature, 43° degrees, relative humidity 68% percent.

The wind is out of the E at 6 miles per hour

The forecast

30.33 steady

today, with a high in the \_\_\_\_\_

winds from the \_\_\_\_\_ at \_\_\_\_\_ miles per hour.

→ mostly cloudy

thunder w/ some light rain or drizzle Thu. with an overnight low

to the q 40°

high mid 50's

~~Winds from the SE at 5-10 miles per hour.~~

~~The forecast for tomorrow,~~ p.c. + mild Thursday night + Friday

high in the \_\_\_\_\_

30% tonight

and the outlook for \_\_\_\_\_

50% Thu.

The present temperature once again: 43 degrees.

20% the night







# SPORT

205 EAST 42 STREET • NEW YORK 17 • N. Y.

August 8, 1950

Dear Friend:

Macfadden Publications, publishers of SPORT Magazine, take pleasure in introducing you to the newest member of our family --- SAGA, The Magazine of True Adventure.

There is one story in September SAGA that we feel will be of special interest to you. "The Real Babe Ruth" by Quentin Reynolds is a beautifully written revaluation of that great diamond hero. Should you wish to quote from the story, a release is attached for your convenience.

My best,

Sincerely,

A handwritten signature in cursive script that reads "Bob".

R. J. Gilleran







September 13, 1950

Mr. R. J. Gilleran  
Sport Magazine  
205 East 42 Street,  
New York 17, N.Y.

Dear Bob;

I am writing you to express the appreciation of radio station WHRO for the cooperation you have given the station during the past years. The copies of Sport in the past, and now Saga, have been a great help in preparing our sports broadcasts.

I'd like to have one correction made in the address to which copies should be sent. In the past they have been sent to "Andrew Knowlton, Station WHRO," etc.. They should now be addressed merely to "Station Manager, Station WHRO, Haverford College, Haverford, Penna.."

Let me say again how much we appreciate your cooperation. If you should ever wish formally to sponsor a sports program, let us know. We would be glad to have you.

Sincerely,

Daniel W. Hardy  
Station Manager

DWH/sf

November 13, 1950

Mr. R. J. Gilleran  
New York 17, N.Y.

Dear Bob:

I am writing you to express the appreciation of  
radio station WABC for the cooperation you have given  
the station during the past year. The copies of WABC  
in the past, and now WABC, have been a great help in  
keeping our people informed.  
I'd like to have our cooperation with in the future in  
which you would be most. In the past they have been  
sent to "Andrew Knowlton, Station WABC," etc. They should  
be addressed simply to "Station WABC, 400 W. 12th St.,  
New York 17, New York."  
Let me say again how much we appreciate your cooperation.  
If you should ever wish formally to sponsor a radio pro-  
gram, let us know. We would be glad to have you.

Sincerely,

Daniel W. Hardy  
Station Manager

DWH/et



# RADIODIFFUSION FRANCAISE

## THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA

118, AVENUE DES CHAMPS-ELYSEES  
PARIS (VIII)

934 FIFTH AVENUE  
NEW YORK 21, N.Y.  
REGENT 4-1501

MRS. ALICE LEWITIN  
ASSISTANT DIRECTOR

September 19, 1950

Mr. Daniel W. Hardy  
Station Manager  
Radio Station W H R C  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Hardy:

Many thanks for your letter of September 13th,  
and for your kind remarks regarding our programs.

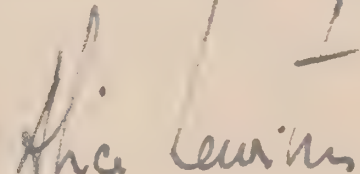
We have carefully noted the change in address  
which you requested and all future shipments will be made  
to the "Station Manager".

It is good to know that you hope to make a pro-  
gram in French for us; we shall be delighted to receive  
it when convenient. The timing should be approximately  
13 minutes as, including our opening and closing, the  
show must be 14'30".

A few minutes ago I had the pleasure of a visit  
from Mr. Reece (?) who is interested in some of the music  
on MASTERWORKS FROM FRANCE. Unfortunately, we could not  
help him as these programs are produced in Paris, but we  
hope he will be able to get the information ~~for~~ desires  
from our Paris office. He will probably be in to see you  
in the near future, as he is interested in listening to the  
following programs which you should have in your library:  
FIVE CENTURIES OF FRENCH MUSIC Nos. 3, 13, 21, 37, 54 and  
60; and MASTERWORKS FROM FRANCE No. 6.

If there is any other way in which we can be of  
assistance, please let us know.

Cordially yours,



Assistant Director

AL:DF





# WABF

6 5 4 M A D I S O N A V E N U E • N E W Y O R K 2 1 , N . Y . • T E M P L E T O N 8 - 5 4 0 0

October 3rd 1950

Mr. Dan Hardy  
Haverford College  
Haverford, Pa.

Dear Mr. Hardy:

Please forgive me for having taken so long to answer your letter of August 7th, but I have been trying to figure out a good reason that you could use to get the records you want. This much I have been able to find out.

RCA has a program called "Records You Want"; or "Music You Want" which they supplied free of charge to Purdue's radio station while I was on staff there. Presumably they supply the same program to any college station that requests it.

Columbia Records has a very liberal policy and I would suggest that you write to Mr. Albert Earl, Columbia Records, 1473 Barnum Avenue, Bridgeport, Conn., telling him your story, and I would suggest, indicating that some sort of credit would be given Columbia records when you use them.

There are umpteen small record companies now producing classical music. It is their policy in most cases to supply free review copies to radio stations. I would suggest that you consult Schwann's Catalog. Write to W. Schwann, 90 Massachussets Ave., Cambridge, Mass. for the various companies now producing.

Two of the larger distributors for small record companies are Phoenix Disc Distributing Corp., 778 Tenth Avenue, New York City and Musart Distributing Corp., 7 West 46th St. Street, New York City. The head of Pheonix Disc is William Avar and the head of Musart is Wesley Smith. A letter to these three sources might prove very fruitful for you.





# WABF

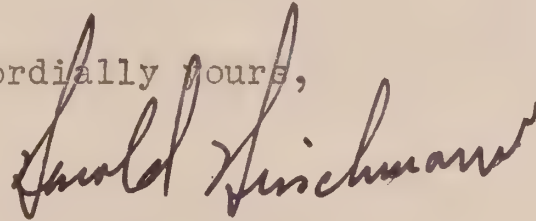
654 MADISON AVENUE • NEW YORK 21, N. Y. • TEMPLETON 8-5400

Page Two  
October 3rd 1950

Due to a change in policy, there may be a unique opportunity in store for WHRC. This year, for the first time, the New Friends of Music concerts will be available on tape to special stations throughout the Eastern coastal region. This would be a real beat for your station if you could afford it. The price is fantastically low. If you are interested, drop me a line as soon as possible and I will give you full particulars.

Hope the information I have given you will be helpful. If there is anything further you require, please let me know. If you plan to be in New York any time soon, I should appreciate your letting me know so that we can arrange to have a few minutes together as there is a possibility of a New York college with which I am affiliated opening its own FM station, and there are several matters I would like to take up with you.

Cordially yours,



Harold Hirschmann

hh:eg





October 5, 1950

Mr. Harold Hirschmann  
W A B F-FM,  
654 Madison Avenue,  
New York 21, N.Y.

Dear Mr. Hirschmann;

Thanks for your letter of the third,  
and many thanks for the information. It will be very  
helpful, to say the least.

I was particularly interested in the New Friends of  
Music concerts that you mentioned. We are equipped to  
broadcast tape-recorded programs and would be very in-  
terested in receiving the series, if the cost is not  
too high. So, could you send me the particulars you  
mentioned? I'm sure the program would be well-received  
here.

Unfortunately, I have no plans at present for being  
in New York City before Thanksgiving time, when I will  
be there for several days. If there is anything of more  
immediate importance, can you write me of it? I am quite  
interested to hear that the college there is hoping to  
set up an FM station. I have hopes that WHRC will go  
on FM sometime in the near future, though these hopes  
are not promising as yet.

Thank you again for the information you gave me. If  
I can be of any help in connection with this FM station,  
please let me know.

Cordially,

DwH

Dan Hardy  
Station Manager, WHRC





# JERRY GRAY

## Hollywood

6223 SELMA AVENUE

October 20, 1950

Manager, Station WHRC,  
Haverford College,  
Haverford, Penna.,

Dear Sir:

First of all, I want to wish you a happy Thanksgiving vacation. I'm in hopes that when you return to your home for the festivities that you may find time to drop into the Meadowbrook in New Jersey where my orchestra opens November 15th.

Thanks for playing my Decca recordings and if there is anything that we can do for you at this end, please don't hesitate to get in touch with me before we head East.

It is with great anticipation that I am looking forward to our first visit East with my band. This is a dream come true, as far as I'm concerned. I have fond memories of the Meadowbrook, dating back to the days of my long association, as arranger, with the late Glenn Miller.

Thanks again and please make yourself known if and when you drop into the Meadowbrook.

Cordially,



JERRY GRAY

P. S. We will be on the "Calvacade of Bands" on November 14th.

P.P.S. I hope that you have received, under separate cover, my latest recordings from Decca.





October 30, 1950

Jerry Gray  
6223 Selma Avenue,  
Hollywood,  
California

Dear Sir;

Thanks for your letter of the twentieth and for your best wishes.

Unfortunately, we have received only one of your recordings from Decca, "Crewcut", which arrived broken. I know this record personally and consider it a swell tune and an excellent recording. Can you arrange to have another copy of it sent to us, as well as copies of any of your other recordings you'd like us to play. We'd appreciate it, and I am sure our audience would. Incidentally, our broadcasts are being retransmitted by several other colleges, including Hareum Junior College and Bryn Mawr College.

Thanks again.

Yours very truly,

Daniel W. Hardy  
Station Manager

1890

1890

1890

1890

1890

1890

1890

1890



Request for permission to rebroadcast  
speech made March 4, 1952

Frank Pace, Sec'y of the Army  
Pentagon Building,  
Washington, D.C.

March 4, 1952

Dear Sir;

In accordance with our policy of recording all prominent public figures who speak at Haverford, we made a recording of your speech this morning.

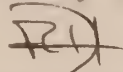
In view of the demand for a speaker of your caliber, we would like your permission to have the recording played over commercial stations in the Philadelphia area.

The broadcasts would be, of course, non profit broadcasts, presented as a public service.

Any parts of the speech which you might not want broadcasted, we would, of course, be happy to take out.

May I say that I enjoyed your speech very much?

Yours very sincerely,



Richard D. Hardy,  
Special Events Director





Program Director, WIBG  
1425 Walnut St.  
Philadelphia, Penna.

March 12, 1952

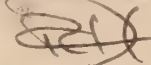
Dear Sir;

We are, this year, as has been our habit in the past, recording events of interest on campus. These are the events which we have recorded, or plan to record in the near future;

Lecturers and speakers coming to College under the Phillips Grant  
Glee Club and Orchestra Concerts  
Songs from musical productions at College  
Political Forums  
Dramatic Productions

These recordings, with the exception of a recent Glee Club-Orchestra Concert, have not been prepared yet. We are, at present, trying to get permission from Frank Pace, Secretary of the Army, to rebroadcast his recent speech at College. If you wish to use any or all of these recordings, you are perfectly welcome to them.

Yours very sincerely,



Richard D. Hardy  
Special Events Director





Program Director, WIP  
35 S. 9 St.  
Philadelphia, Penna

March 12, 1952

Dear Sir;

We are this year, as has been our habit in the past, recording events of interest on campus. These are the events which we have recorded, or plan to record in the near future;

Lecturers and speakers coming to College under the Phillips grant.

Glee Club Concerts

Orchestra Concerts

Songs from musical productions at College

Political Forums

Dramatic Productions

These recordings, with the exception of a recent Glee Club-Orchestra Concert, have not been prepared yet. We are, at present, trying to get permission from Frank Pace, Secretary of the Army, to rebroadcast the speech he made at College last week. If you wish to use any or all of these recordings for commercial broadcasts, you are welcome to use them.

Yours very sincerely,



Richard D. Hardy  
Special Events Director



Program Director, WFLN  
8200 Ridge Ave.  
Philadelphia, Penna

March 11, 1952

Dear Sir;

We are this year, as has been our habit in the past, recording events of interest on campus. These are the events which we have recorded, or plan to record in the near future;

Lecturers and speakers at College under the Phillips Grant  
Glee Club Concerts  
Orchestra Concerts  
Songs from musical productions at College  
Political Forums  
Dramatic Productions

These recordings, with the exception of a recent Glee Club-Orchestra concert, have not been prepared yet. We are at present, trying to get permission from Secretary of the Army Frank Pace to rebroadcast the speech he made at College last week. If you wish to use any or all of these recordings for commercial broadcasts, you are welcome to use them.

Yours very sincerely,



Richard D. Hardy  
Special Events Director





Program Director, WPEN  
2212 Chestnut St.  
Philadelphia, Penna.

March 11, 1952

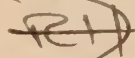
Dear Sir;

We are this year, as has been our habit in the past, recording events of interest on Campus. These are the events which we have recorded, or plan to record this spring;

Lecturers or speakers at College given by men coming under the Phillips Grant  
Glee Club Concerts  
Orchestra Concerts  
Songs from Musical Productions at College  
Political Forums  
Dramatic Productions

These recordings, with the exception of a recent Glee Club-Orchestra concert, have not been prepared yet. We are preparing them about one every two or three weeks. We are, at present, trying to get permission from Frank Pace to have the speech he made here at College last week rebroadcast. If you wish to use any or all of these recordings for commercial broadcast, you are welcome to them.

Yours very sincerely,



Richard D. Hardy  
Special Events Director





Program Director, WCAU  
1622 Chestnut St.  
Philadelphia, Penna.

March 11, 1952

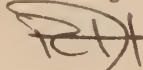
Dear Sir;

We are this year, as has been our habit in the past, recording events of interest on campus. These are the events which we have recorded, or plan to record this spring;

Lecturers and speakers at College given by men coming on the Phillips Grant.  
Glee Club and Orchestral Concerts  
Songs from Musical productions at College  
Political Forums  
Dramatic productions

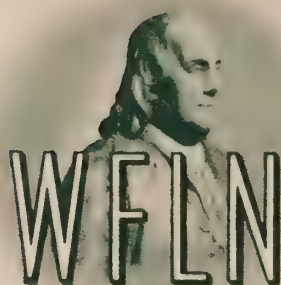
These recordings, with the exception of a recent Glee Club-Orchestral concert, have not been prepared yet. But we are preparing them about one every three weeks. We are at present trying to get permission to have the speech made here March 4 by Frank Pace rebroadcast. If you wish to use any or all of these speeches for commercial broadcasts, you are perfectly welcome to them.

Yours very sincerely,



Special Events Director





# FRANKLIN BROADCASTING COMPANY

F.M. • 95.7 MEGACYCLES • 20,000 WATTS

8200 RIDGE AVENUE • PHILADELPHIA 28, PA.

March 14, 1952

Mr. Richard D. Hardy  
Special Events Director  
Radio Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Hardy:

At the present time, WFLN would not be able to use any of the programs you outlined in your letter of March 11th. If future activities develop, we would be interested in having detailed information as much in advance as possible.

Sincerely yours,

Raymond S. Green  
Vice President  
and General Manager

RSG/djw





May 19, 1952

Edwards R. Hopple  
Operations Manager  
Eastern States Radio Corporation  
24 Amity Street  
Amherst, Massachusetts

Dear Sir:

Thank you very much for considering us in your college newsprinter plan. We are definitely very much interested.

However, it was necessary to add to the contract the clause, "This agreement can be broken by the Station on or before June 15th, 1952, depending on previous commitments." This is necessary because of a long-standing agreement with the New York Times. Because of the lengthy period of co-operation with them, we feel it our obligation to consult with them on the advisability of such a program.

Your program offers many fine features, and I am very sorry we cannot enter into it completely and unreservedly at the present time. I hope WHRC will be able to do so in the near future. But I think You can understand our position, also. I believe a program of complete good faith and co-operation with sponsors will require their approval before we can accept your excellent plan.

Very truly yours,



William Morrison  
Station Manager

Jan 17, 1934

Director of Radio  
Communications Manager  
Federal Radio Corporation  
45 Wall Street  
New York, New York

Thank you very much for the letter of the 12th inst.  
regarding the proposed plan. We are definitely very much  
interested.

However, it was necessary to add to the contract  
the clause "This agreement shall be subject to the approval  
of the Board of Directors of the Federal Radio Corporation."  
This is necessary because of the long-  
standing policy of the Federal Radio Corporation  
to require the approval of the Board of Directors  
for any contract of this nature. We feel it our  
duty to advise you on the advisability of  
this clause.

Your program offers many fine features, and I am  
very sorry we cannot enter into it completely and unreser-  
vedly at the present time. I hope that we will be able to  
do so in the future. I am sure that you can understand  
the position of the Federal Radio Corporation in this  
matter and co-operation with the Federal Radio Corporation  
approval before we can accept your excellent plan.

Very truly yours,  
William F. Morrison  
Director



May 26, 1952

Mr. Aldo Caselli  
Comptroller  
Haverford College  
Haverford, Penna.

Dear Mr. Caselli:

I regret the misunderstanding regarding the payment of the trust fund benefit. In the past the station has received this amount from the fund to be used to add to the capital equipment of the station, something that we otherwise would be unable to purchase. As such it has not been included in the budget submitted to Students' Council. I agree with you that it is advisable to include the use of this money in the budget and report submitted to the Council, although I do not feel they should have control over the use of this money.

I also wish to correct an error in Mr. Flint's previous letter; actually the money will be put to use this year to pay for the sound-proofing we found it advisable to install in the Control Room. The original estimate on this material (the labor was provided by station personnel) was about \$35.00 or less. However, through a considerable error in the estimate by the college officials, the actual price was \$74.00.

On this basis, I hope you will approve the grant, and allow us the use of this fund in the future in the manner outlined above. Thankyyou for bearing with us during this misunderstanding.

Sincerely,



William Morrison  
Station Manager

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May 27, 1952

Mr. David W. Borst  
Operations Manager  
Intercollegiate Broadcasting System  
706 Sanders Avenue  
Schenectady 2, New York

My dear Mr. Borst:

Thank you for your prompt reply. Your regrets are exceeded only by my own regarding the irregularities in the broadcasting of the advertising. If you wish to pursue the matter further may I suggest that you contact WHRC's Program Director, Mr. Amar Singh. I already expressed my feelings in my letter of the 21st.

We await the remittance for the broadcasts transmitted.

No action regarding membership in IBS could possibly be taken at the present time. It is impossible to have a meeting of the Board of Directors until fall. Secondly, we are closing out our books at the present time, and the budget would not allow such an expenditure this year. The question will be favorably considered then.

I am sorry the representation of non-member stations is not extended to the Clark Company. If you should wish to call on us in the future, regarding advertising broadcasts, please feel free to do so. I am sure there will be no irregularities in such broadcasts.

Sincerely,



William Morrison  
Station Manager



May 27, 1952

Mr. David W. Borst  
Operations Manager, IBS  
706 Sanders Avenue  
Schenectady 2, New York

Dear



**INTERCOLLEGIATE  
BROADCASTING  
SYSTEM**

2808 ERIE ST., S.E., WASHINGTON 20, D. C.  
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, N.Y.  
May 29, 1952

Mr. William Morrison, Manager  
W H R C  
Haverford College  
Haverford, Penna.

Dear Mr. Morrison:

Thank you for your May 27 letter. The essence of my proposal concerning membership in IBS was that you apply now and we would bill you for dues in the Fall. In other words, your dues would begin with the 1952-53 academic year.

The Clark Company is not authorized to regularly represent non-IBS stations. At the request of certain sponsors we have included non-IBS stations when it appeared that it was on this basis only that a contract for the IBS stations could be secured.

This situation usually obtains when a sponsor wants a large number of stations. Last fall we had only 39 on our rate card. Now we have 57, and may be able to add a few more. As the number of stations regularly represented by the Clark Company increases, the likelihood of it being necessary to include non-IBS stations grows less.

If action on this could be taken through the mails this summer, we would be pleased to accept your application.

Sincerely,

*David W. Borst*  
David W. Borst  
Operations Manager

cc:

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# Eastern States Radio Corporation

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AMITY STREET + AMHERST, MASSACHUSETTS  
545 FIFTH AVENUE + NEW YORK 17, NEW YORK

June 2, 1952

WIRC  
Haverford College  
Haverford, Penna.

ATT: William Harrison

Dear Bill:

I have your letter of May 26th, and it looks like everything is going to be O.K.

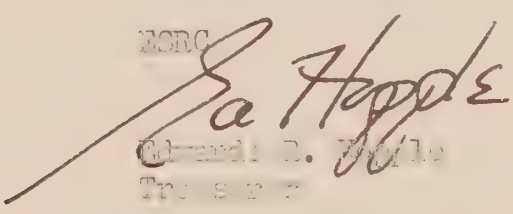
We appreciate your closing remarks, in that we surely feel it is a great thing for college radio, and everyone should benefit greatly. I certainly commend you on your 24-hour service. It sounds like you all have taken on quite a "load" to operate efficiently.

We will let you know which time we think the sponsor will prefer -- we'll forward the official word as soon as it is received. We'll mark you as "preference AP", and will do our best to fix it for you.

Thanks for everything.

Sincerely yours,

ESRC

  
Edward R. Wolfe  
President

ERV/vch



WHRC  
Haverford College  
Haverford, Penna.  
June 25, 1952

Mr. David W. Borst  
Operations Manager  
Intercollegiate Broadcasting System  
706 Sanders Ave.  
Schenectady 2, New York

Dear Sir:

We should be pleased to accept the remittance for the "Reporter Spots" broadcast during April and May. Thank you for your prompt cooperation in this matter.

Sincerely,

William Morrison  
Station Manager





Radio Station WHRC  
Haverford College  
Haverford, Penna.  
June 25, 1952

Haverford Flower Mart  
Haverford, Penna.

Dear Sir:

According to our accounts, there is still an unpaid ten dollar (\$10.00) charge for your advertisements over WHRC for the 2nd semester of the 1951-2 school year. I hope that if this is the case, you will help us close out our books for the year by sending a check payable to Radio Station WHRC.

Thank you for your cooperation, past and present. I hope you benefitted from the broadcasts. The members of the radio station enjoyed publicizing your business over the Haverford and Bryn Mawr College area.

Sincerely,

William Morrison  
Station Manager

*Wm Morrison* *7/15/52*

*July 15.*





WHRC  
Haverford College  
Haverford, Penna.  
June 25, 1952

Comins Printing  
Lancaster Ave.  
Wayne, Penna.

Dear Sir:

I regret the absence of written orders in our dealings with one another. But your bill of June 18 indicates that only 1000 Program Schedule Logs were printed. Our order was for 2000 (two thousand). I hope you will be able to complete the order for us at the price you quoted.

Then please bill us for the 2000. Thank you.

Sincerely,

William Morrison  
Station Manager



WHRC  
Haverford College  
Haverford, Penna.  
July 23, 1952

Radiodiffusion Francaise  
The French Broadcasting System in North America  
934 Fifth Avenue  
New York 21, New York

Dear Sirs:

First, regarding our coverage, we broadcast on a strictly local range. Our coverage includes the Haverford and Bryn Mawr College campuses, as well as residential districts around the margin of the Colleges.

Second, our program schedule next year will probably feature Masterworks early in the evening, and Paris Star Time, if the supply is sufficient at one of the best late evening spots.

I wish to offer you my congratulations on producing Paris Star Time. It is excellent entertainment in a most popular, yet unusual and different, vein. As mentioned above, I hope very much that we can obtain enough of these transcriptions through the coming year to make possible a weekly program.

On the other hand, we are sending Bonjour Mesdames on to Bryn Mawr College. These will be broadcast from their

radio station, which operates on a more limited schedule than Haverford's.

May I take this opportunity to thank you for providing us with much excellent program material during

the past year. I hope we shall be able to make even fuller use of it in the future.

Sincerely,

William Morrison  
Station Manager





Station WHRC  
Haverford College  
Haverford, Penna.  
September 22, 1952

Comins Printing  
Lancaster Ave.  
Wayne, Penna.

Dear Sirs:

The job done on the Program Schedule Logs was fine. However, although we ordered and you billed us (July 8) for 2,000 sheets, upon my return to school yesterday, I found that we had received only 1,000. I hope that you will be able to send the remainder in the next few weeks.

Will you please send quotations, also, on letterheads and return address envelopes, printed as follows:

WHRC  
The Radio Voice of Haverford College

And at the bottom of the letterhead sheet:

690 on your dial

Also may we have quotations on bill forms made up the same as the letterheads?

Thank you for the fine job on the Program Logs. I only hope you will be able to fill the remainder of the order for which we paid, without too much trouble.

Sincerely yours,

William Morriam  
Station Manager





# WHRC

HAVERFORD COLLEGE

HAVERFORD, PA.

October 31, 1959

United States Navy  
Recruiting Aids Facility  
The Fallsway at Monument St.  
Baltimore 2, Maryland

Gentlemen:

The local Navy Recruiter has not yet called with samples of the four programs available on tape to college radio stations. Meanwhile, we continue to receive the 16 inch discs. Since these discs are bulky and we do not use the series we are receiving, please stop sending them.

We will be interested to know what programs are available on tape. The recruiter may reach me at Midway 2-8067 or in 55 Lloyd Hall, Haverford College.

Yours truly,

Charles Read, station manager



UNITED STATES NAVY  
RECRUITING AIDS FACILITY  
THE FALLSWAY AT MONUMENT STREET  
BALTIMORE 2, MARYLAND

IN REPLY REFER TO

Dear Program Director:

The United States Navy Recruiting Service would like to extend its assistance to the many college and educational radio stations throughout the country.

In this regard, we have available four outstanding musical programs which we can send you on a regular basis, each series featuring a different type of music. Each of these taped shows is fifteen minutes in length and is produced in sufficient quantities to give you weekly programming for one year.

We have asked the Navy Recruiter in your area to visit you with samples of these four programs and to answer any questions that you may have. He will also acquaint you with the Navy's policy of encouraging young men and women to stay in school and graduate.

Sincerely yours,

A handwritten signature in cursive script that reads "J. B. Stewart".

J. "B" STEWART  
Commander, USN  
Officer in Charge





UNITED STATES NAVY  
RECRUITING AIDS FACILITY  
THE FALLSWAY AT MONUMENT STREET  
BALTIMORE 2, MARYLAND

IN REPLY REFER TO

NRAF:200/ckr  
4 November 1959

Mr. Charles Read, Mgr  
Radio Station W H R C  
Haverford College  
Haverford, Pa.

Dear Mr. Read:

As requested in your letter of October 31, we have removed your station from mailing lists for Navy disks.

We are enclosing samples of each of the four 15-minute programs on tape which are available to you. They are:

"THE NAVY SWINGS"  
"THE PAT BOONE SHOW"  
"THE LAWRENCE WELK SHOW"  
"THE NAVY HOUR"

Each of these programs is produced on a basis of 52 shows a year. They are mailed to you monthly in packages of two tapes, two shows on each tape. Each shipment comes to you in a mailing carton provided with an already-addressed mailing card, your address on one side, and our processor's address on the other side. This enables you to return your used tapes to Omaha after each set of four shows has been played. (Enclosed is a sample of this mailing card.)


In the event that you wish to receive any or all of the above mentioned programs on a regular basis, we are enclosing request cards for each of these shows. Simply sign and return the applicable (postage-free) cards and regular distribution of the shows you desire will commence shortly after receipt of your request.



NRAF:200/ckr  
4 Nov 1959

Sincerely thanking you for your interest in Navy Recruiting, we shall look forward to providing W H R C with the very best in public service programming.

Yours very truly,



ERNEST H. HALL  
Head: Radio, Television and  
Motion Picture Dept.

- 2 Encls  
1. 4 tapes  
2. 4 Req cards

Copy to:  
Officer in Charge  
U.S.Navy Recruiting Station  
Blackburn Bldg  
13 S. 13th St.  
Philadelphia 7, Pa.





# WHRC

HAVERFORD COLLEGE

● HAVERFORD, PA.

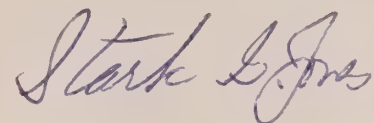
February 22, 1960

Department of the Navy  
Office of Public Relations

Dear Sirs:

We of Radio Station WHRC, Haverford College, Haverford, Pennsylvania, appreciate your consideration of us for programming your tape-recorded radio shows. However, this semester we have no openings in the program schedule for this type of program. Therefore, it is best, we believe, that you remove our station from your mailing list for "The Naval Hour."

We hope that this will cause you no serious inconvenience. Thank you very much.



Stark G. Jones, Secretary  
For the Board of Directors



January 29, 1960

Mr. Elliott M. Sanger  
Executive vice-president  
WQXR-FM  
229 W. 43rd. St.  
New York 36, N.Y.

Dear Mr. Sanger:

I am writing for your permission to rebroadcast WQXR-FM during daytime hours via our campus-limited AM college station.

For several years WHRC has relayed good music FM stations in the Philadelphia area during the day and on weekends, periods in which we are not broadcasting from our own studios. This has proved a great service to the Haverford and Bryn Mawr campuses, with a total potential audience of about 2000.

We are now ready to install a sensitive professional quality receiver, which, with the aid of a sharply tuned antenna and a custom RF amplifier, will receive WQXR-FM with low noise. The high quality of WQXR will be maintained in every feasible way.

With your permission we will begin to rebroadcast WQXR-FM on March 1st.

Yours truly,

Charles Read, station manager

WCR:sj  
cc: A.C.



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AM-WQXR-FM  
THE RADIO STATIONS OF  
**The New York Times**

229 WEST 43<sup>RD</sup> STREET • NEW YORK 36 • LACKAWANNA 4-1100

ELLIOTT M. SANGER  
EXEC. VICE PRESIDENT

February 10, 1960

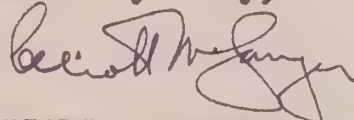
Mr. Charles Read, Station Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Read:

I have not replied to your letter of January 29th before this because we had to discuss this with WFIL-FM, the QXR Network station in Philadelphia, which is in your general area. I now have heard from them and there is no objection to your picking up programs directly from WQXR-FM in New York, and this letter will serve as your permission until further notice. It is understood, of course, that none of these programs will be sold commercially.

It would also interest us to know what success you have in continuous reception of WQXR-FM.

Yours very truly,



EMS:JM

ELLIOTT M. SANGER  
Executive Vice President





# RAYMOND ROSEN & COMPANY

INCORPORATED

WHOLESALE DISTRIBUTORS

PARKSIDE AVENUE AT 51<sup>ST</sup> STREET  
PHILADELPHIA 31, PA.  
TELEPHONE TRINITY 8-2200

September 20, 1960

Mr. Charles Read, Station Manager  
WHRC  
Haverford College  
Haverford, Pa.

Dear Mr. Read:

In accordance with the request contained in your letter of September 19, I am enclosing Letter of Agreement covering the RCA Victor classical album service and postal card order form covering the popular album services.

The popular service coincides with the calendar year and any subscriptions entered now would become effective January 1, 1961. The cut-off date for 1960 subscriptions was September 1. The classical service is effective July through June and were you to subscribe now you would receive the basic library plus any new albums supplied on the service since July 1.

Sincerely,

Kay Woodard, Manager  
Record Promotion

kw/s  
Enclosures  
cc-Mr. Paul Knowles





# SPOTLIGHT ON SCIENCE NEWS

with  
John Cameron Swayze

December 20, 1960

Mr. W. Charles Read  
Radio Station WHRC  
Box 249  
Haverford College  
Haverford, Pennsylvania

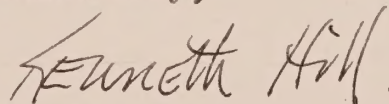
Dear Mr. Read:

Thank you for your request of SPOTLIGHT ON SCIENCE NEWS.

Under separate cover you will receive your first disc which is scheduled for broadcast the week of December 26th, and regularly for each week thereafter. We feel certain that both you and your student audiences will find these programs to be enjoyable and informative.

If you require further information we are at your service.

Sincerely,



Kenneth Hill  
Manager Station Relations.

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## Rock & Roll

not Tues or Thurs -  
ie, Mon, Wed, Fri.  
possibly Saturday  
early hours, & see  
anytime.

Dave Hall and

Ernie Northrup

also George Stanger, '69: see

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THE READER'S DIGEST

*Pleasantville, N. Y.*

January 23, 1961

Dear Friend:

Our selections from the February Reader's Digest for your broadcast use include news releases based on the following articles:

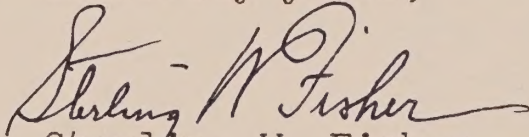
"America's Newest Partners: Corporations and Colleges"

"Needed: More Tough-Minded Leaders in Business"

Also enclosed are a proof of the February Digest "Points to Ponder" and the usual filler items "Fun Fare" and "Word Power."

With good wishes,

Sincerely yours,



Sterling W. Fisher  
Public Relations Director

SWF/fcr  
enclosures



